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Design Review Board Study Session

TO: DESIGN REVIEW BOARD *DF*

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MEETING DATE: SEPTEMBER 11, 2014

SUBJECT: Z14-15-B: AN AMENDMENT TO THE TOWN OF GILBERT LAND DEVELOPMENT CODE TO AMEND LAND USE REGULATION TABLES IN ALL ZONING DISTRICTS, AMEND DEVELOPMENT REGULATIONS AND SITE REGULATIONS IN ALL ZONING DISTRICTS, AMEND SIGN REGULATIONS AND SUBDIVISION REGULATIONS.

STRATEGIC INITIATIVE: Community Livability

The proposed text amendments represent the product of a comprehensive review undertaken to clarify terms and add cross references where needed. The proposed amendments will also resolve discrepancies, reflect current development standards and amend the glossary of terms to enhance the live, work, play environment.

RECOMMENDED MOTION

Request for input only. No motion required.

BACKGROUND/DISCUSSION

At the Design Review Board's July 10, 2014 meeting, staff briefed the Board on the Planning Commission's recent initiation of Z14-15, a comprehensive text amendment of the Land Development Code to address a multitude of technical corrections, improvements and

enhancements with the goal of realizing opportunities for more consistent, predictable and desired development outcomes. During discussion, staff noted that it would be returning with various components of the comprehensive text amendment as each appropriate portion was ready for Design Review Board review. At the Design Review Board's August 14, 2014 Study Session, the DRB reviewed the "first batch" of text amendments which included six distinct proposed changes to the Land Development Code. This "second batch" of text amendments includes only one item of specific design interest. This single text amendment is summarized and further described below:

Z-14-15-B.3 "Corporate Flags"

Overview

Z-14-15-B.3 "Corporate Flags"

The business community has expressed a desire to maintain a corporate flag to further promote the brand and unique identity of commercial operations. The Land Development Code (LDC) currently only provides for non-commercial messages on flag-type signage. In reviewing a handful of zoning ordinances from other comparative municipalities, corporate flags are either allowed as part of the overall signage allotted for a commercial development or they carry their own requirements that are separate from the base signage requirements. To meet objectives of the business community with corporate flags, it appears the LDC can be relatively easily amended to provide a separate allowance for corporate flags that does not affect the existing commercial and industrial signage requirements.

Proposed Zoning Code Amendment

Planning staff proposes changes to the Land Development Code to provide additional signage allowances for corporate flags.

Chapter I Division 4 General Regulations, Article 4.4 Sign Regulations

Article 4.407.C Commercial Permanent Signs is hereby amended to read as follows (additions in ALL CAPS UNDERLINE; deletions in ~~strikeout~~):

* * *

8. CORPORATE FLAG

- A. ONE CORPORATE FLAG SHALL BE ALLOWED PER BUSINESS.
- B. CORPORATE FLAGS MAY NOT EXCEED 25 SQUARE FEET IN AREA AND NO DIMENSION (HEIGHT OR LENGTH) OF THE FLAG SHALL EXCEED 6 FEET.
- C. CORPORATE FLAGS SHALL BE MOUNTED ON A FREESTANDING FLAGPOLE OR BUILDING MOUNTED POLE.

- D. NO PORTION OF THE MOUNTED CORPORATE FLAG SHALL EXCEED THE HEIGHT OF THE PRINCIPAL STRUCTURE OR 50 FEET, WHICHEVER IS LESS.

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Chapter I Division 4 General Regulations, Article 4.4 Sign Regulations

Article 4.409.C Office/Employment Permanent Signs is hereby amended to read as follows (additions in ALL CAPS UNDERLINE; deletions in ~~strikeout~~):

* * *

4. CORPORATE FLAG

- A. ONE CORPORATE FLAG SHALL BE ALLOWED PER BUSINESS.
- B. CORPORATE FLAGS MAY NOT EXCEED 25 SQUARE FEET IN AREA AND NO DIMENSION (HEIGHT OR LENGTH) OF THE FLAG SHALL EXCEED 6 FEET.
- C. CORPORATE FLAGS SHALL BE MOUNTED ON A FREESTANDING FLAGPOLE OR BUILDING MOUNTED POLE.
- D. NO PORTION OF THE MOUNTED CORPORATE FLAG SHALL EXCEED THE HEIGHT OF THE PRINCIPAL STRUCTURE OR 50 FEET, WHICHEVER IS LESS.

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Chapter I Division 4 General Regulations, Article 4.4 Sign Regulations

Article 4.4010 Public Facility/Institutional Permanent Signs is hereby amended to read as follows (additions in ALL CAPS UNDERLINE; deletions in ~~strikeout~~):

* * *

3. CORPORATE FLAG

- A. ONE CORPORATE FLAG SHALL BE ALLOWED PER BUSINESS.
- B. CORPORATE FLAGS MAY NOT EXCEED 25 SQUARE FEET IN AREA AND NO DIMENSION (HEIGHT OR LENGTH) OF THE FLAG SHALL EXCEED 6 FEET.
- C. CORPORATE FLAGS SHALL BE MOUNTED ON A FREESTANDING FLAGPOLE OR BUILDING MOUNTED POLE.
- D. NO PORTION OF THE MOUNTED CORPORATE FLAG SHALL EXCEED THE HEIGHT OF THE PRINCIPAL STRUCTURE OR 50 FEET, WHICHEVER IS LESS.

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SUMMARY

Of the second batch of text amendments under consideration, only one influences design review and this text amendment (regarding corporate flags) has been identified and analyzed in this report. Staff is developing the “third batch” of text amendments for the Design Review Board’s review; these forthcoming text amendments will address:

- Guest Parking is certain residential districts
- DRB membership requirements
- Administration personnel/title references
- Noise Sensitive land uses definition
- Outdoor storage flexibility
- Inoperable vehicle storage and licensing
- A/C unit siting in side-yards
- Employment district rear yard landscaping
- Regulation of building heights (“story” regulation necessity and analysis)
- Definitions of easements
- Clarification of bay window exceptions
- Clarification of standards for porches and entry areas

REQUESTED INPUT

Staff requests the Design Review Board’s input.

Respectfully submitted,



Jordan Feld, AICP
Senior Planner